

## Message Text

CONFIDENTIAL

PAGE 01 SEOUL 07650 290835Z  
ACTION EB-08

INFO OCT-01 EA-10 ISO-00 IO-13 AGRE-00 CEA-01 CIAE-00  
COME-00 DODE-00 FRB-03 H-01 INR-10 INT-05 L-03  
LAB-04 NSAE-00 NSC-05 PA-01 CTME-00 AID-05 SS-15  
STR-07 ITC-01 TRSE-00 ICA-11 SP-02 SOE-02 OMB-01  
DOE-15 /124 W  
-----001627 290842Z /15

P R 290807Z AUG 78  
FM AMEMBASSY SEOUL  
TO SECSTATE WASHDC PRIORITY 3160  
INFO AMEMBASSY TAIPEI  
AMEMBASSY TOKYO

C O N F I D E N T I A L SEOUL 7650

E.O. 11652: GDS  
TAGS: ETRD EPAP KS  
SUBJ: COLOR TV CONSULTATIONS

REF: SEOUL 7458

1. (BEGIN UNCLASSIFIED) ENGLISH LANGUAGE KOREA TIMES CARRIED  
REPORT AUGUST 29, 1978, THAT ROKG IS CONSIDERING PUTTING  
COLOR TV SETS ON THE DOMESTIC MARKET BEGINNING SECOND HALF  
1979. ACTION ALLEGED TO BE TAKEN IN RESPONSE TO USG PRESSURE.  
ROKG REPORTEDLY IS CONCERNED THAT INITIATING COLOR TV BROAD-  
CASTING WOULD TOUCH OFF A SCRAMBLE FOR RECEIVERS AND SERIOUS  
SUPPLY SHORTAGE. (END UNCLASSIFIED)

2. (BEGIN CONFIDENTIAL) EMBOFF CONTACTED LOW LEVEL MCI  
OFFICIAL PRESENT AT STR MEETINGS WHO STATED THAT THE ARTICLE  
HAS NO BASIS IN FACT BUT PROBABLY AROSE FROM THE IMAGINATION  
OF THE REPORTER. IN BACKGROUNDING PRESS, ASSISTANT MINISTER  
PARK PIL SOO HAD MENTIONED THAT LANDE HAD RAISED QUESTION  
OF TIMING OF INTRODUCTION OF DOMESTIC TV BROADCASTING.

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3. OFFICIAL RECALLED THAT PARK HAD REPLIED TO LANDE THAT  
INTRODUCTION OF COLOR TV IS A "POLITICAL QUESTION." HE  
SAID THAT AS FAR AS MCI IS CONCERNED, PRESIDENT PARK'S  
DECISION THAT ECONOMIC CIRCUMSTANCES ARE NOT SUFFICIENTLY  
ADVANCED TO PERMIT COLOR TV WILL STAND UNTIL LATTER  
RESCINDS IT.  
GLEYSTEN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEVISION, MARKETS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 29 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978SEOUL07650  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780352-0353  
**Format:** TEL  
**From:** SEOUL  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780813/aaaaakft.tel  
**Line Count:** 62  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 67d7f759-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 SEOUL 7458  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 24 may 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1589460  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COLOR TV CONSULTATIONS  
**TAGS:** ETRD, EPAP, KS  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/67d7f759-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014